

## TOURISM SECTOR PROFILE **SWEDEN**

Post: STOCKHOLM

Prepared by: Birgitta Gardelius

Post contacts: CO Thomas Kelsey; FSN Birgitta Gardelius

### **I. THE VISIT USA COMPONENT**

#### 1.1 MARKET TRENDS and DATA

The United States is one of the most popular long-haul destinations for Swedes, who generally visits the U.S. several times. Swedes have an infatuation with the United States and it is almost considered part of one's education to have visited and/or study in the U.S. Thus Sweden offers excellent opportunities for US travel and tourism organizations. Swedes are avid travelers and enjoy 5 weeks legislated vacation per year.

Best prospects:

- Package trips to Sun & Beaches
- Big city breaks
- Fly-and-Drive
- Special Interests: Sports/Exhibitions/Theme parks/Eco travel
- Incentive travel
- Skiing trips

Sweden has a population of 8.9 million. In 2000 a total of 321,881 Swedes visited the U.S. The ratio is one out of every 29<sup>th</sup> Swede visits the United States, which is now no. 2 of the most visited long-haul destinations. The Swedish economy is healthy. Sweden's GDP is estimated to grow by 3 percent in 2001 and 2.8 in 2002. Real disposable income is expected to show rapid increase, approximately 4.1 percent this year and 4.5 percent in 2002. Inflation will remain low (1.5%) throughout the period 2001-2003.

There are eight major tour operators/wholesalers (25 in total) featuring the U.S. and there are two major umbrella organizations for package trips and five major retail chains. In total Sweden has some 1,500 travel agents. Ten agencies are operating via internet.

The national carrier, Scandinavian Airlines, offers non-stop flights to New York City and Chicago. SAS has direct flights to Seattle and Washington, DC; and with its partner United Airlines some 200+ U.S. cities can be reached.

American Airlines has one non-stop flight to Chicago and 175 direct flights to U.S. destinations.

Delta Air Lines has one non-stop flight to New York City, and 30 same day destinations as well as code-share 200 destinations

Iceland Air has direct flights to Baltimore, Boston, Minneapolis, Orlando and 50 same day destinations

Northwest has a direct flight to Minneapolis (via Oslo)

KLM has 5 daily flights connecting to the U.S.

Lufthansa has 5 daily connecting to the US

British Airways has 5 daily flights connecting to the U.S.

Air France has 3 daily flights connecting with the U.S.

Sabena has 3 daily flights connecting to the U.S.

Swiss Air has 3 daily flights connecting to the U.S.

## 1.2 CS TOURISM SECTOR MARKETING PROGRAM

### FY 01

#### Trade and public events activities:

- Rocky Mountain Symposia, Grand Junction, CO, February 2001
- A number of single company promotions at Embassy
- VUSACOM Destination Seminar January 2001
- US Pavilion at the local travel show "TUR 2001" in March 2001
- Aspen Skiing Company lunch for tour operators at the Ambassador's residence
- Buyers delegation to POW WOW, May 2001
- Florida House appreciation luncheon at Ambassador's residence
- VUSACOM seminar

#### Research:

- IMI-Marketing tool for Travel & Tourism
- IMI-Media contacts
- IMI-SAS service to Washington, DC
- IMI-Travel agencies on the net
- IMI-Travel to the US
- Post Profile
- ISA-Travel and Tourism market
- IMI-Who's-who

#### Publications:

- VUSACOM member pamphlet
- POW WOW Delegation booklet

#### Web-site:

VUSA web-site: usemb.se

#### Export successes:

- Aspen Skiing Company
- Denver Metro, CO
- Disney Attractions
- Las Vegas, NV
- Minnesota Div of Tourism
- Nashville, TN
- New Mexico Div of Tourism
- North Dakota x 2
- Texas Div of Tourism
- Wyoming Div of Tourism

## FY 02

VUSACOM Seminar in Stockholm  
VUSACOM participation in local "Walk About"(PR)  
Press FAM trip to the National Parks (CA, CO, NV, UT),  
VUSACOM Educational/Destination Seminar  
U.S. Pavilion at TUR 2002  
IMI's  
Post Profile update  
Success Stories

### 1.3 VISIT USA COMMITTEE SWEDEN

A. VUSA Sweden operates as a non-profit marketing collective consisting of airlines, car rental companies, hotels, cruise lines, tour operators, visitor & convention bureaus, and other organizations promoting travel to the United States. The membership has increased from 21 companies in 1994, mainly based in Sweden, to 44 companies & CVB's in 2001, of which 18 are based in the US.

B.  
Destination seminars in Stockholm  
Workshops in Stockholm

### 1.4 Support for POW WOW

- A. Birgitta Gardelius is a Senior Advisor to the POW WOW International Advisory Committee Sweden.
- B. Birgitta Gardelius, T&T Specialist attends POW WOW.

### 1.5 Barriers

There are no trade barriers.

### 1.6 Comments

The Travel & Tourism sector is one of the most important industries in Sweden. There are great opportunities for U.S. destinations to develop or increase market shares. Swedes are naturally aware of what Florida and California offers and the big city scenes, but there is so much more that the U.S. can offer the seasoned Swedish traveler.